

CLAIMS

What is claimed is:

- 1 1. An article of manufacture comprising:
2 a processor-usable medium having processor-useable code embodied
3 therein and configured to cause processing circuitry to perform steps comprising:
4 providing a marketing message intended for an image forming
5 device user from a party other than a provider of a consumable;
6 monitoring an association of a consumable with an image forming
7 device; and
8 enabling communication of the marketing message to the image
9 forming device user responsive to the monitoring.
- 1 2. The article of claim 1 wherein the monitoring comprises monitoring
2 coupling of the consumable and the image forming device.
- 1 3. The article of claim 1 wherein the enabling comprises storing the
2 marketing message upon a memory device of the consumable.
- 1 4. The article of claim 1 wherein the enabling comprises storing an
2 identifier of the marketing message upon a memory device of the consumable.
- 1 5. The article of claim 1 wherein the enabling comprises
2 communicating the marketing message to the image forming device.
- 1 6. The article of claim 1 wherein the providing comprises providing
2 the marketing message comprising a message unrelated to the consumable and
3 unrelated to the image forming device.
- 1 7. The article of claim 1 wherein the code is further configured to
2 cause the processing circuitry to perform the step including offering the marketing
3 message to parties other than providers of the consumable and the providing is
4 responsive to the offering.

1 8. A marketing method to image forming device users comprising:
2 providing a consumable usable in an image forming device to form hard
3 images and usable to enable a marketing function with respect to image forming
4 device users;
5 making available the marketing function to other parties apart from a
6 provider of the consumables;
7 receiving an indication regarding a desirous party to utilize the marketing
8 function;
9 enabling a marketing function for the desirous party using the
10 consumable; and
11 initiating the marketing function after the enabling.

1 9. The method of claim 8 wherein the initiating the marketing
2 function comprises communicating a marketing message for the desirous party
3 using the image forming device.

1 10. The method of claim 9 wherein the communicating comprises
2 communicating the marketing message comprising a message unrelated to the
3 consumable and unrelated to the image forming device.

1 11. The method of claim 8 wherein the initiating comprises
2 communicating a marketing message using an image forming device.

1 12. The method of claim 8 further comprising detecting a triggering
2 event with respect to the consumable, and wherein the initiating is responsive to
3 the detecting.

1 13 The method of claim 12 wherein the initiating comprises
2 communicating a marketing message.

1 14. The method of claim 12 wherein the detecting the triggering event
2 comprises detecting coupling of the consumable with an image forming device.

1 15. The method of claim 12 wherein the detecting the triggering event
2 comprises detecting a condition of the consumable reaching a predetermined level.

1 16. The method of claim 8 wherein the providing the consumable
2 comprises providing the consumable configured to enable the marketing function
3 comprising communication of a marketing message associated with the desirous
4 party, and the consumable comprises a memory device configured to store the
5 marketing message, and the enabling comprises storing the marketing message
6 using the memory device and the initiating comprises accessing the marketing
7 message from the memory device and communicating the marketing message using
8 the image forming device after the accessing.

1 17. The method of claim 8 wherein the consumable comprises a
2 memory device, and the enabling comprises storing an identifier within the memory
3 device to identify the marketing function for the desirous party, and the initiating
4 comprises accessing the identifier, and further comprising:
5 associating the consumable with an image forming device;
6 first communicating the identifier externally of the image forming device
7 to identify the marketing function comprising a marketing message for the desirous
8 party after the associating;
9 receiving a marketing message within the image forming device
10 responsive to the first communicating; and
11 second communicating the marketing message using the image forming
12 device.

1 18. The method of claim 8 wherein the enabling comprises monitoring
2 the consumable utilizing an external device with respect to the image forming
3 device, and further comprising detecting a status of the consumable reaching a
4 predetermined status, and wherein the initiating the marketing function comprises
5 forwarding a marketing message to the image forming device utilizing the external
6 device, and further comprising communicating the marketing message using the
7 image forming device.

1 19. The method of claim 8 wherein the making available comprises
2 offering space of a memory device of a consumable to the other parties.

1 20. A marketing method to printer users comprising:
2 providing a consumable usable in a printer to print hard images and
3 usable to enable communication of a marketing message with respect to printer
4 users;
5 offering the contents of the marketing message to other parties apart
6 from a provider of the consumables;
7 receiving an indication regarding a desirous party to utilize the marketing
8 message;
9 enabling a marketing message for the desirous party using the
10 consumable and wherein the marketing message is unrelated to the printer and
11 unrelated to the consumable;
12 detecting a triggering event with respect to the consumable after the
13 associating; and
14 initiating communication of the marketing message using the printer
15 responsive to the detecting.